

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Dec 2006	Dec 2007	% Change	Dec 2006	Dec 2007	% Change	Dec 2006	Dec 2007	% Change	Dec 2006	Dec 2007	% Change	Dec 2006	Dec 2007	% Change
Apache County	38.8%	40.0%	3.1%	\$59.64	\$68.74	15.3%	\$23.14	\$27.51	18.9%	11,931	12,306	3.1%	30,752	30,752	0.0%
Cochise County	62.6%	55.6%	-11.2%	\$58.51	\$64.55	10.3%	\$36.62	\$35.87	-2.0%	48,181	48,052	-0.3%	76,973	86,490	12.4%
Coconino County	41.1%	42.9%	4.4%	\$64.98	\$71.12	9.4%	\$26.74	\$30.53	14.2%	129,710	135,681	4.6%	315,239	316,076	0.3%
Gila County	56.2%	49.0%	-12.8%	\$62.69	\$68.53	9.3%	\$35.25	\$33.57	-4.8%	18,704	16,294	-12.9%	33,263	33,263	0.0%
Graham County		N/A			N/A			N/A			N/A			N/A	
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	55.7%	52.2%	-6.3%	\$106.87	\$109.80	2.7%	\$59.58	\$57.35	-3.7%	878,034	840,525	-4.3%	1,575,017	1,609,179	2.2%
Mohave County	43.2%	43.9%	1.6%	\$63.41	\$62.75	-1.0%	\$27.38	\$27.57	0.7%	56,843	57,850	1.8%	131,657	131,657	0.0%
Navajo County	44.9%	45.9%	2.2%	\$52.83	\$57.83	9.5%	\$23.73	\$26.57	12.0%	45,050	46,093	2.3%	100,316	100,316	0.0%
Pima County	60.4%	51.7%	-14.4%	\$86.43	\$87.83	1.6%	\$52.19	\$45.39	-13.0%	284,087	250,785	-11.7%	470,425	485,305	3.2%
Pinal County	58.7%	55.2%	-6.0%	\$68.76	\$70.28	2.2%	\$40.35	\$38.82	-3.8%	26,505	24,951	-5.9%	45,167	45,167	0.0%
Santa Cruz County	63.3%	56.8%	-10.3%	\$69.37	\$72.01	3.8%	\$43.93	\$40.92	-6.9%	18,827	16,895	-10.3%	29,729	29,729	0.0%
Yavapai County	52.3%	47.9%	-8.4%	\$106.46	\$117.66	10.5%	\$55.72	\$56.36	1.1%	73,200	68,539	-6.4%	139,872	143,096	2.3%
Yuma County	66.8%	49.8%	-25.4%	\$74.29	\$76.71	3.3%	\$49.61	\$38.20	-23.0%	55,255	47,774	-13.5%	82,739	95,945	16.0%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change
Apache County	57.6%	59.8%	3.8%	\$66.43	\$71.40	7.5%	\$38.29	\$42.71	11.5%	206,081	216,588	5.1%	357,520	362,080	1.3%
Cochise County	67.7%	72.0%	6.4%	\$57.55	\$63.39	10.1%	\$38.95	\$45.63	17.2%	618,229	698,181	12.9%	913,435	969,927	6.2%
Coconino County	63.3%	65.3%	3.2%	\$76.86	\$82.48	7.3%	\$48.67	\$53.88	10.7%	2,399,661	2,474,276	3.1%	3,789,959	3,787,199	-0.1%
Gila County	65.6%	69.4%	5.8%	\$65.20	\$71.14	9.1%	\$42.74	\$49.40	15.6%	256,736	271,937	5.9%	391,645	391,645	0.0%
Graham County	72.5%	79.3%	9.4%	\$65.08	\$72.68	11.7%	\$47.17	\$57.66	22.2%	99,741	109,178	9.5%	137,605	137,605	0.0%
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	68.2%	66.9%	-1.9%	\$114.39	\$121.79	6.5%	\$78.04	\$81.50	4.4%	12,715,815	12,494,830	-1.7%	18,638,057	18,670,911	0.2%
Mohave County	59.0%	58.0%	-1.7%	\$69.66	\$71.76	3.0%	\$41.10	\$41.64	1.3%	913,617	899,581	-1.5%	1,548,439	1,550,155	0.1%
Navajo County	59.8%	63.5%	6.2%	\$59.26	\$62.25	5.0%	\$35.41	\$39.53	11.6%	705,766	749,980	6.3%	1,181,140	1,181,140	0.0%
Pima County	68.0%	66.5%	-2.2%	\$93.52	\$100.95	7.9%	\$63.59	\$67.16	5.6%	3,798,181	3,705,014	-2.5%	5,585,690	5,568,796	-0.3%
Pinal County	66.2%	64.9%	-2.0%	\$72.11	\$75.40	4.6%	\$47.72	\$48.97	2.6%	343,343	345,387	0.6%	518,875	531,805	2.5%
Santa Cruz County	69.2%	69.1%	-0.1%	\$67.16	\$72.42	7.8%	\$46.49	\$50.05	7.7%	236,837	241,884	2.1%	342,183	350,035	2.3%
Yavapai County	67.7%	66.6%	-1.6%	\$110.70	\$121.60	9.8%	\$74.95	\$80.94	8.0%	1,113,233	1,105,794	-0.7%	1,644,289	1,661,172	1.0%
Yuma County	72.8%	66.4%	-8.8%	\$71.89	\$77.13	7.3%	\$52.31	\$51.20	-2.1%	708,817	676,695	-4.5%	974,185	1,019,521	4.7%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.